

## South East Museum Development

### Level Up: Improvement Grants 2019-2020

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### Overview

The South East Museum Development Programme (SEMDP) grant schemes are funded by Arts Council England (ACE). These grant schemes provide funding to support museums across the South East to meet their development needs.

The SEMDP Level Up: Improvement Grant is our standard grant package, open to all accredited/formally working towards accreditation museums in the South East. We encourage applications for projects and/or development activities that contribute to one or more of the Arts Council England (ACE) five goals, and key aims in the South East Museum Development Business Plan 2018-2022:

ACE GOAL 1 Excellence is thriving and celebrated in the arts, museums and libraries	
<b>SEMDP Aims</b>	<p><u>South East Museum Development will look to support projects and developmental activities that:</u></p> <ul style="list-style-type: none"> <li>➤ Use collections to challenge, stimulate and enrich people’s lives.</li> <li>➤ Use collections to address local agendas and priorities, such as health and well-being.</li> <li>➤ Seek to digitise more collections.</li> <li>➤ Work with a wider range of partners to help achieve collections excellence.</li> <li>➤ Partner with universities to unlock the research potential of collections.</li> </ul>
ACE GOAL 2 Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries	
<b>SEMDP Aims</b>	<p><u>South East Museum Development will look to support projects and developmental activities that:</u></p> <ul style="list-style-type: none"> <li>➤ Provide an improved visitor experience.</li> <li>➤ Reach new and diverse audiences.</li> <li>➤ Increase digital engagement and use of social media.</li> <li>➤ Work with a wider range of partners to help develop and diversify audiences.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Collaborate through partnerships between museums and other arts organisations.</li> </ul>
<b>ACE GOAL 3 The arts, museums and libraries and resilience and environmentally sustainable</b>	
<b>SEMDP Aims</b>	<p><u>South East Museum Development will look to support projects and developmental activities that:</u></p> <ul style="list-style-type: none"> <li>➤ Support effective forward and business planning, and support more diverse and reliable income streams.</li> <li>➤ Seek to create strong leadership and governance.</li> <li>➤ Use partnership approaches to increase organisational and sector resilience.</li> <li>➤ Supports environmentally sustainable operations.</li> </ul>
<b>ACE GOAL 4 Leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled</b>	
<b>SEMDP Aims</b>	<p><u>South East Museum Development will look to support projects and developmental activities that:</u></p> <ul style="list-style-type: none"> <li>➤ Reflect the diversity of their communities in their leadership and workforce.</li> <li>➤ Improve volunteer recruitment and management; develop volunteer skills.</li> <li>➤ Working with partners to help upskill museums.</li> </ul>
<b>ACE Goal 5 Every child and young person has the opportunity to experience the richness of the arts, museums and libraries</b>	
<b>SEMDP Aims</b>	<p><u>South East Museum Development will look to support projects and developmental activities that:</u></p> <ul style="list-style-type: none"> <li>➤ Improve the visitor experience for children and young people.</li> <li>➤ Seek to engage more children and young people in museum collections, activities and events.</li> <li>➤ Seek to develop digital platforms and social media to engage young people.</li> <li>➤ Embrace opportunities for young people to get actively involved in museums, such as youth panels and take-over days.</li> <li>➤ Work closely with schools, colleges and universities.</li> </ul>

The Level Up: Improvement Grant is open to any project or development proposal that reflects one or more of the above goals. Under the key headings outlined above, examples of how grants might be used include:

- Funding developmental training enabling museums to acquire the skills, capabilities and confidence they need to meet the challenges and demands of their work in the sector;
- Commissioning consultants to provide advice in areas where the museum does not have the available skills in house;
- Supporting collaboration by a group of museums to commission a learning activity that meets a common need;
- Funding activities that bring museums together with other partners to learn, share and develop common approaches to shared areas of activity;
- Enabling museums to hold in-house events where external experts help them to find new and better ways to do things;
- Supporting museums in brokering partnerships and sharing between museums and other sectors;
- Making it possible for individual employees, Trustees or volunteers to take part in learning activities outside the area, for example specialist courses or conferences.
- Purchasing equipment that specifically supports a developmental activity.

### **How much can I apply for?**

Your museum can apply for **up to £2000** from the Level Up: Improvement Grant. We have £22,000 within the Level Up: Improvement Grant programme for 2019-2020. This will be an open grant, available through the year or until funds are spent. . See **‘When can I submit an application’** below for further information.

Where funds are no longer available as they have been allocated to museums based on an application process, Museum Development Officers will support museums in identifying alternative sources of funding, such as Arts Council England (ACE) National Lottery Project Grants (see: <https://www.artscouncil.org.uk/projectgrants>).

Partnerships or networks can apply for **up to £4000**.

### **Am I eligible?**

Level Up: Improvement Grants are open to:

- Museums, networks and partnerships operating in the South East.
- Accredited, Provisionally Accredited and formally Working Towards Accreditation museums in the South East.
- Museums applying for development opportunities for specific staff, trustees and volunteers working in Accredited museums in the South East.

- Applications from networks and partnerships between museums and other organisations are also strongly encouraged. Partnerships can include non-museums (e.g. schools, charitable cultural or heritage organisations, and community groups). However, the lead applicant for any network or partnership project or activity must be an Accredited / Working Towards Accreditation museum in the South East.

Priority will be given to applications from museums/partnerships that have not received funding from the South East Museum Development Programme’s grant funding streams in the last two years.

You are not eligible if:

- You are not Accredited, or actively Working Towards Accreditation as part of the Accreditation Scheme.
- You are seeking to cover costs for activities or projects that have taken place, or are scheduled to take place, before you have been informed of the grant review meeting outcome (grant deadline + 4 weeks).
- You have already successfully secured a Level Up: Improvement Grant during the current financial year. In order to encourage wide access to our grants, there are limits on how many applications you can submit during each financial year:

<b>A single museum (unless applying as lead organisation for a network or partnership – see below)</b>	1 application per year
<b>A network or partnership</b>	1 or 2 applications per year

- An NPO museum can only apply as part of a network or partnership with non-NPO museums.

You can also apply for a Level Up: Improvement Grant to support any **CPD proposals** involving museum networks, and/or multiple numbers of staff and/or volunteers from one museum.

### **When can I submit an application?**

The Level Up: Improvement Grant is an open grant, so there are no deadlines for applications – the grant will be available through the year or until funds are spent.

All applications will be assessed by the Museum Development team through a two stage assessment process. A decision will be made and communicated to you within 4 weeks of your application.

### **How do I submit an application?**

- **Contact your MDO** to discuss your application.
- **Read this guidance** document to help you with your application.
- **Complete a Level Up: Improvement Grant Application Form.** Only fully completed forms will be considered and processed.
- **Submit a copy of your Forward Plan** with your application.

Your MDO will be acting as a Grants Officer for your application, assessing your application and reviewing it against the grant criteria. The application is then assessed by a second member of the team before a decision is made.

Your MDO may be able to suggest partnerships or added value that could be brought to your project, either to increase the amount of grant funding you could apply for, or to strengthen your case for funding. In addition, your MDO may suggest additional criteria attached to the grant award in addition to our standard criteria – this is usually to ensure we can better share the outcomes or benefits of the grant investment. For example, you might be asked to deliver a talk on your project or activity, in order to share the learning and outcomes with other museums in the region.

### **What should I include in my application?**

- Your application must include full details of the proposed activity, explaining in your application how your proposed project or development activity meets our identified priority areas. This should include a project plan, containing:
  - Project aims, outcomes and objectives (**What will your project or activity achieve?**)
  - Key performance indicators and proposed targets (**How will you measure the success of your project or activity?**)
  - Timetable and milestones for the project or activity (**How long will the project or activity take?**)
  - Budget proposal with an outline of costs (**How much will it cost?**)
- Supporting evidence for your application should be included where appropriate, e.g. a brief for a consultant (remember your MDO can offer advice around writing a brief); quotations for expected costs for supplies and/or provision of professional advice/consultancy; a price list for equipment etc.
- If you are applying for funding to cover consultancy costs, you must either demonstrate that a competitive process was/will be used to recruit the consultant

(i.e. obtaining more than one quote), or provide a suitable reason for the consultant used in the event of a single tender.

- Your application must be supported and signed by a second person at senior level from your organisation, e.g. Chair, Director, Manager, before it can be submitted. If the application is on behalf of a network or partnership, two senior representatives from different organisations must sign the application before it can be submitted.
- In the case of partnership applications, partners should nominate a lead applicant for communications and payment, and clearly specify details of this lead contact in the application.

### **What can't I claim for?**

You cannot apply for a Level Up: Improvement Grant to cover the following:

- Costs to cover use of your own venue and facilities.
- Staff time, unless you can clearly demonstrate a need to backfill staff time or fund additional activity undertaken by staff on part time contracts.
- Overhead costs can be included in applications by a network or partnership only up to 10% and by museums only up to 5%.
- Any activities or projects scheduled to take place before you have been informed of the grant review meeting outcome (application submission date + four weeks).

### **How will my application be assessed?**

- Applications will be acknowledged by email only.
- Applications will be assessed against the grant criteria by the Museum Development Programme team. When reading applications, the assessors ask themselves the following questions:
  - Does this development activity address an important challenge for the museum(s)?
  - Is there a clear link between the proposed development activity and the museums organisational priorities?
  - Does this challenge lend itself to the proposed project or development activity?
  - Would funding this project or development activity contribute to one or more of the key aims of South East Museum Development 2018-2022?
  - Does the project or development activity create, develop or utilise opportunities for sharing, collaboration and networking?
  - Will it be completed in the time allowed?
  - Will there be lasting benefits for the museum(s) and the wider sector?
  - Does the project or development activity represent good value for money?
  - Is it clear how the money will be spent?

- Is there evidence of in-kind or financial contribution or other support from the applicant organisation(s)?
- A decision will be made and communicated to you within 4 weeks of your application.

### How do I claim my Grant?

- Successful applicants will receive an offer letter by email. This will confirm the amount of the grant award and any special conditions in addition to the general terms and conditions set out in this document (see **Standard Conditions of Grant**).
- The offer letter will be accompanied by an acceptance form. To accept the grant under the terms it is offered, this acceptance form must be completed, signed and returned by the deadline stated in the offer letter, or the grant offer may be withdrawn.
- If the application is rejected, feedback will be provided to assist the applicant in submitting future applications.
- A new financial supplier form (where required) should be returned, so that payment can be made to the museum. You will be sent this form if you are not already set up on our finance system.
- The grant is paid out in advance of a project or activity. However, you will be required to submit proof of expenditure to SEMDP.
- For any questions regarding invoicing and grant payment, please contact the Assistant Programme Manager or the Programme Assistant:

<b>Juliet Thomas</b>	Assistant Programme Manager	<a href="mailto:Juliet.Thomas@Brighton-Hove.gov.uk">Juliet.Thomas@Brighton-Hove.gov.uk</a>
<b>John Moore</b>	Programme Assistant	<a href="mailto:John.Moore@Brighton-Hove.gov.uk">John.Moore@Brighton-Hove.gov.uk</a>

### Who are my key contacts?

Your area Museum Development Officer (MDO) is your key contact. They can provide you with advice and guidance on completion of the application form, and additional support around developing your project or activity idea.

For projects or activities around collections care, you can also contact the SEMDP Preventive Conservation Officer for advice and guidance around your application.

<b>Helen Derbyshire</b>	East Sussex and Surrey (Waverley, Guildford, Woking & Surrey Heath Districts)	Helen.Derbyshire@Brighton-Hove.gov.uk
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<b>Elaine Sansom</b>	West Sussex and Surrey (Elmbridge, Runnymede, Spelthorne, Mole Valley, Reigate & Banstead, Epsom & Ewell, and Tandridge Districts)	Elaine.Sansom@Brighton-Hove.gov.uk
<b>Samantha Bowen</b>	Kent & Medway	Samantha.Bowen@Brighton-Hove.gov.uk
<b>Joanna Low</b>	Kent & Medway	Joanna.Low@Brighton-Hove.gov.uk
<b>Sarah Menary</b>	Oxfordshire & Buckinghamshire	Sarah.Menary@Oxfordshire.gov.uk
<b>Stephen Lowy</b>	West Hampshire & Berkshire	Stephen.Lowy@hampshireculturaltrust.org.uk
<b>Katrina Burton</b>	East Hampshire & Solent	Katrina.Burton@hampshireculturaltrust.org.uk
<b>Emily Nisbet-Hawkins</b>	Preventive Conservation Officer	Emily.Nisbet-Hawkins@Brighton-Hove.gov.uk

## Terms and Conditions

The funding we provide through the SEMDP is thanks to continued support from Arts Council England (ACE). As these are public funds, we need to ensure they are spent responsibly and transparently. We also need to ensure that our ACE funded support helps to advocate for our programme and our work - to demonstrate why public investment in museums is of crucial importance. We also want to ensure we make resources available to be used by the widest number of museums in our region.

Our grants are therefore provided as part of a contract with you.

### Standard Conditions of Grant

- ACE and SEMDP should be acknowledged in any publicity or promotional material produced by the recipient in association with the project or activity (please contact us where branding and logos for ACE and SEMDP is required).
- All grant recipients are expected to submit Case Studies. These case studies are important as they show whether the project's initial aims and objectives have been met and provide a useful resource for future applicants. They are also a good way of spreading good practice, and encourage museums to share their success stories. Case Studies may comprise a form to complete and/or a short presentation to be given at a SEMDP training event. ACE and SEMDP reserves the right to publicise case studies and associated information on successful applications.
- We must receive proof of payment for grant expenditure, e.g. copies of receipts or orders.
- Staff should not be asked or expected to take annual leave to attend any training or development activities associated with your application.
- Choice of trainers and consultants should be made in consultation with your MDO, and there should be evidence that a consultant or trainer has responded to a brief.
- You agree to complete an evaluation form, Case Study and/or evaluation discussion with your MDO.
- Your activity or project must be completed within the timetable stated in your successful application. You must notify your MDO should any timings need to change as soon as possible, and any revised timescales should be agreed with your MDO. Severe slippage around delivery timescales may result in SEMDP cancelling your grant.
- The Level Up: Improvement Grant must not be used for any other purpose other than that stated in the successful application form.

- By accepting Level Up: Improvement Grant funding, you agree to complete the South East Museum Development Programme Annual Return by an agreed deadline.
- Where funding for subsistence is agreed, this will not exceed the HMRC guidance rates of £5 for breakfast, £5 for lunch and £15 for an evening meal. Breakfast and evening meal costs can only be included for activities that require an overnight stay. Alcoholic drinks are not included.
- Where funding for travel costs is included, this will be for standard class travel on public transport. Any mileage will be reimbursed at 25p per mile (for individual activity) or 45p per mile (for project related activity).

**SEMDP Level Up: Improvement Grant**  
**Application Form**

<b>1. About the applicant</b>	
Name and address of (lead) museum:	
Name of lead contact:	Job title/ role:
Telephone:	Email:
Name(s) of partner museums and organisations (if applicable):	

<b>2. Activity for which a <u>Level Up: Improvement Grant</u> is requested</b>	
Title of development activity:	
Date(s) of activity:	
From:	To:
<p><b>Describe the development event or activity (150-300 words)</b></p> <p><b>Prompts (delete as appropriate):</b></p> <ul style="list-style-type: none"> <li>• <i>Aim of the activity: What do you want to do? What do you hope to achieve?</i></li> <li>• <i>How will the work be done?</i></li> <li>• <i>Who will carry it out? Will you work with a consultant/trainer?</i></li> <li>• <i>What are the specific tasks that will be undertaken?</i></li> <li>• <i>Will you purchase any support resources and equipment?</i></li> <li>• <i>Will you have a series of meetings with appropriate people?</i></li> <li>• <i>How will you share the learning amongst your team?</i></li> </ul>	
<p><b>Describe the reasons and need for this development activity (200-500 words).</b></p> <p><b>Prompts (delete as appropriate):</b></p> <ul style="list-style-type: none"> <li>• <i>Why do you want to do this project?</i></li> <li>• <i>How do you know there is a need for this work?</i></li> <li>• <i>Did you consult with your users or non-users (if applicable)?</i></li> <li>• <i>Is this project a response to a report or a plan?</i></li> <li>• <i>How does it link with your Forward/Business Plan?</i></li> </ul>	

**Describe how your museum, network or partnership will benefit from this Development Grant, including reference to relevant business plan priorities (150-300 words).**

**Prompts (*delete as appropriate*):**

- *What will be the result of this project?*
- *How will it benefit your organisation and your users?*
- *How will the benefits be sustained?*
- *What will the project have delivered in terms of outcomes and outputs (such as a document, resources, training)?*

**Which stated priority area(s) will this project or activity meet?**

*See pages 1-2 of the associated Guidance Document*

**List who will take part in the development activity (*include names and job titles/areas of responsibility*).**

**Please indicate whether you have discussed this application with your MDO (*delete as appropriate*):**

Yes

No

### 3. Break down of expected costs

**Is the (lead) museum VAT registered? (*delete as appropriate*):**

Yes

No

**If your museum is VAT registered, provide costs WITHOUT VAT.**

#### A. Costs

	£
	£
	£
<b>Total costs (<i>net of VAT if your museum is VAT registered</i>)</b>	<b>£</b>

#### B. Museum contribution (*in kind and cash*)

	£
	£
<b>Total museum contribution</b>	<b>£</b>

C. Funding requested	
Amount of funding requested (A-B)	£
<p>Applicants should provide information of other funding bodies they have or intend to approach to support this project or activity if SEMDP is not the sole funder:</p>	

4. Supporting documentation
<p><b>Your application should be supported by the following documents, where appropriate:</b></p> <ul style="list-style-type: none"> <li>• Project Plan</li> <li>• The draft brief to be provided to the consultant or trainer</li> <li>• Evidence for expected costs e.g. quotations, estimates, price lists for equipment</li> </ul> <p style="text-align: center;"><b><u>You must include a copy of your Forward Plan with your application</u></b></p> <p>You may provide additional documents if they are relevant. Please list them here and attach to the application:</p>
<p><b>Has your museum received funding from the South East Museum Development Programme in the past 2 years? If so, which grant programme, how much, and for what activities.</b></p>

5. Museum Development Annual Survey
<p><b>Has your museum completed the South East Museum Development Programme Annual Survey? Please tick those that apply to you:</b></p> <p>Yes (for last year) <span style="float: right;"><input type="checkbox"/></span></p> <p>No <span style="float: right;"><input type="checkbox"/></span></p> <p>I don't know what the annual return is <span style="float: right;"><input type="checkbox"/></span></p> <p>I am planning on completing the next annual return <span style="float: right;"><input type="checkbox"/></span></p> <p>I would like more information on the annual return <span style="float: right;"><input type="checkbox"/></span></p>

6. Supporting statement
<p><b>The application must be supported and signed by a second person at senior level, e.g. Chair or Director. If the application is on behalf of a network or partnership, two senior representatives from different organisations must sign the application.</b></p>
<p><b>Lead contact</b></p>

<b>Name</b>	<b>Current role</b>
<b>Organisation</b>	
<b>Signature</b>	<b>Date</b>
<b>Supporting contact</b>	
<b>Name</b>	<b>Current role</b>
<b>Organisation</b>	
<b>Signature</b>	<b>Date</b>

<b>7. Mailing List</b>	
<p>We would like to ensure our contact information is up to date, to ensure we can continue to provide you with updates and opportunities through the SEMDP. Can you confirm that:</p> <p>We can check the contact details in this application against our mailing list to ensure we are holding the correct/up-to-date details in relation to your organisation? (delete as applicable)</p> <p style="text-align: center;"> <input type="checkbox"/> YES         <span style="margin-left: 200px;"><input type="checkbox"/> NO</span> </p> <p>If we do not already hold your contact details on our mailing list, can we add them to our mailing list? This will ensure you will receive our newsletter, and updates from our programme, including news about training opportunities, grants, events and services provided or promoted by the South East Museum Development Programme.</p> <p style="text-align: center;"> <input type="checkbox"/> YES         <span style="margin-left: 200px;"><input type="checkbox"/> NO</span> </p> <p>To view our Privacy Policy visit our website <a href="#">here</a></p>	

Please return your completed application with any supporting documents **by e-mail** to your area MDO:

<b>Helen Derbyshire</b>	East Sussex and Surrey	Helen.Derbyshire@Brighton-Hove.gov.uk
<b>Elaine Sansom</b>	West Sussex and Surrey	Elaine.Sansom@Brighton-Hove.gov.uk
<b>Samantha Bowen</b>	Kent & Medway	Samantha.Bowen@Brighton-Hove.gov.uk
<b>Joanna Low</b>	Kent & Medway	Joanna.Low@Brighton-Hove.gov.uk
<b>Sarah Menary</b>	Oxfordshire & Buckinghamshire	Sarah.Menary@Oxfordshire.gov.uk
<b>Stephen Lowy</b>	West Hampshire & Berkshire	Stephen.Lowy@hampshireculturaltrust.org.uk
<b>Katrina Burton</b>	East Hampshire & Solent	Katrina.Burton@hampshireculturaltrust.org.uk